4/1/88 C 1850-3

R&I'S 1988 MENU CENSUS: DAYPART LEADERS . . . 41

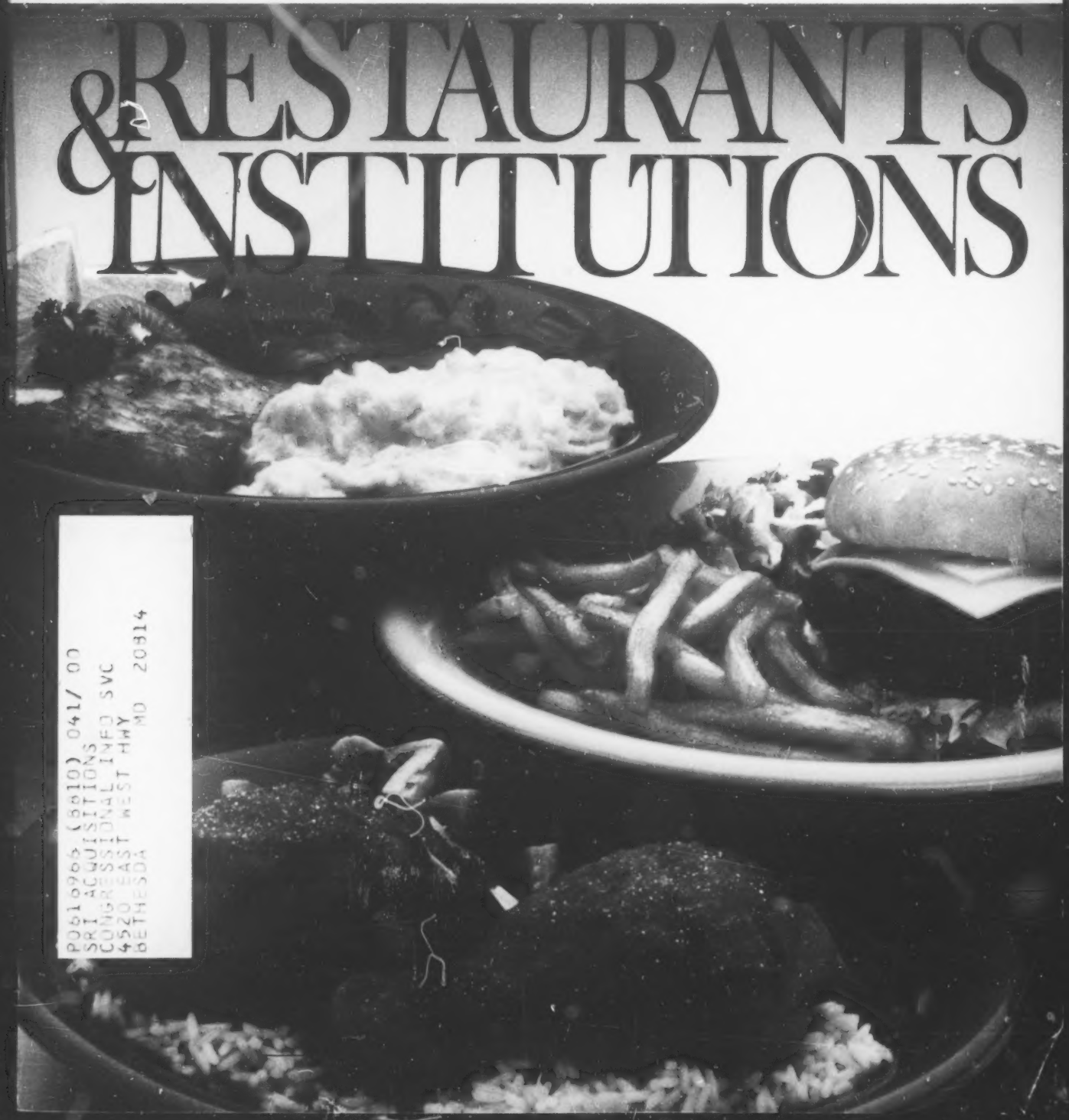
New Orleans, Atlanta ready for conventions...32

Food: Add zing to your menu with spicy creations...136
San Simeon: A new dining dynasty for Big D?.....112
Cover: Breakfast, lunch and dinner favorites.....46

APRIL 1, 1988

A Cahners publication serving the total foodservice industry

RESTAURANTS & INSTITUTIONS



PUBLICATIONS (3810) 041/ 00
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 EAST WEST HWY
BETHESDA MD 20814

APRIL 1, 1988

CONTENTS

Vol. 98 No. 9

BRIEFINGS
A summary for busy readers 4

COMMENTS
One thing in common 11
Operations in this issue 11

VIEWPOINT
Who says the Japanese know it all? 14

R&I FORUM
Letters 18

R&I SCENE
People, Places & Promos 26
Personal Glimpse: Louis Szathmary 27

R&I REPORT
Host Cities: New Orleans and Atlanta prepare for national political conventions 32
Economic Experts: Too many beds; too few guests 34
R&I Data: Disposable Income 34

R&I FOCUS
Employee Recognition: 5 great servers 40

R&I EXCLUSIVE
Food Trends: 1988 Menu Census 44
Breakfast 46
Lunch 48
Dinner 56

MENUS
R&I Data: Food Cost Index 70
Food Price Update: Researchers continue to experiment with new foods 70
Menu Promotions: Pasta promotion packs them in 79

CHAIN DIGEST
Success Story: New emphasis on franchising for A&W - Restaurants Inc. 87
Expansion Strategies: Franshisee develops scaled-down Chi-Chi's 90
Adscope: Central Park U.S.A. Inc. installs radio transmitters 94
Prototypes: Domino's free-standing unit gives flexibility 94
Dayparts: Soft drinks in the morning are on the rise 96
Taking Stock: Operators must work to keep hourly labor 96

LIQUID ASSETS
Merchandising: Classic drinks with a new twist 102
Products 106

INDEPENDENTS
Fine Dining: San Simeon is a haven for adventuresome Dallas diners 112
Great Recipes: A recipe from The Gotham Bar & Grill 114
Hotline: Independent happenings 118

INSTITUTIONS
Business & Industry: Visually Handicapped Managers of Illinois open new facility in Des Plaines 122
Colleges & Universities: ARA and NYU team up to offer kosher food 128
Schools: Sharp foodservice director rearranges menus as it snows 131

FOOD
Spicy Foods: Summer specialties that sizzle with flavor 136

MARKETPLACE
Buyers Mart: New products 153

CLASSIFIED ADS
Buying, selling, changing jobs 174

ACTION EXPRESS
For more product information 182

ADVERTISING INDEX
Where to find ads in this issue 182

READER SERVICE CARD
For more information 183

*A special section for commercial operators only.

R&I EXCLUSIVE

■ FOOD TRENDS

1988 MENU CENSUS

By Nancy Backas

Culinary soothsayers love to talk about the newest foods on the horizon, until it seems that the trendiest foods have taken over the menu. The 1988 *R&I* "Menu Census" brings us back down to earth. Scrambled eggs and bacon for breakfast, cheeseburgers, fries and coleslaw for lunch, and fried chicken, green beans and rice for dinner are the menu elements that have been the backbone of foodservice for years. They are still the menu items foodservice operators put on their menus most often. American palates have not changed that much.

The *R&I* "Menu Census" asked respondents what time of day items appear on the menu, making it possible to report what operations serve at different meal periods. The survey is divided into breakfast, lunch and dinner sections; the top five menu items are listed for each type of foodservice operation.

This year commercial and institutional operations were divided into more specific segments allowing a close-up view of who serves what. Commercial restaurants have been divided into fine dining, casual/theme, family/steakhouse, cafeteria, fast food and hotel/motel segments. Hospital/nursing home, college/university, school and employee feeding make up the institutional subcategories.

In the sample of nearly 2,000 respondents, 51% serve breakfast, 90% serve lunch and 75% serve dinner. Brunch is served by only 10% of the operations overall, although more than a third of hotel/motel operations and colleges serve brunch. Twenty-four-hour operations seem to be on the wane; just four years ago, 6% of the operations surveyed were open all day; the most recent survey reports only 4.5%.

There are a few surprises in this year's survey. Relative newcomers to menus, such as chicken nuggets and baked potatoes as entrees, have become popular enough in a short time to appear as top-mentioned items in several segments. Foods such as meat loaf, liver and stuffed peppers, which seem to have disappeared from the culinary dialogue in recent years, are still tops on institutional menus.

Steak, prime rib and hamburgers continue to dominate many commercial menus, but scallops and lobster edge out beef in fine-dining establishments.

Basic, stick-to-the-ribs dishes continue to be the mainstay of institutional menus. Meat loaf, beef stew, baked ham, lasagna and spaghetti dominate the menu. Colleges seem to be the only institutional segment trying trendy foods, such as croissants and baked potato entrees, and making them work.

The following pages offer a view of the most popular menu items served from the industry's most comprehensive menu trend survey, an invaluable menu planning guide.

TOP MENU ITEMS

The charts at right show the top menu items mentioned overall in this year's survey for breakfast, lunch and dinner meal periods. The numbers indicate the percentage of operators surveyed who offer the item on their menus.

1988 MENU CENSUS

BREAKFAST

What is America eating for breakfast? Operators report that bacon and eggs (specifically scrambled) are as strong on the menu as ever. Next in line are French toast and pancakes, with Danish coming in close behind. The *R&I* "Menu Census" backs up the notion that you can't lose when you bet on the basics.

Commercial restaurants report that omelets, poached eggs, ham and hash browns are also good breakfast bets. Hotels and motels offer the greatest variety of breakfast items. More than half the hotel operators serve melon, waffles, bagels, grapefruit halves, biscuits and gravy, and steak, and hotels are most likely to offer breakfast foods such as croissants, berries and eggs Benedict.

Top items in institutional operations include easy-to-serve dry cereals, doughnuts and English muffins. College foodservice operations successfully offer waffles, bagels and coffeecake, and they also are most likely to serve such healthful items as yogurt and granola. Hospital operators serve more raisin toast and prunes than any other segment.

Following is a list of highlights in breakfast service.

Southern specials: Biscuits and gravy most often are served at family restaurants, hotels and colleges. Another Southern standby, grits, is a favorite at colleges and also in employee-feeding operations and hotels.

Loving spoonfuls: Cooked cereals most often appear on hotel and hospital menus and least often on school menus. But dry cereals appear on more school menus than any other segment except hotels and hospitals.

French and flaky: Plain croissants are showing up most often on casual restaurant, hotel, college and employee-feeding menus. Croissant sandwiches are most popular in employee cafeterias and colleges and are least likely to be served in family restaurants and steakhouses.

TOTAL COMMERCIAL	
Bacon	76.6%
Scrambled eggs	76.1
Fried eggs	66.9
Hash browns	66.9
Ham	65.2
CASUAL/THEME	
Bacon	84.4%
Ham	84.4
French toast	81.3
Scrambled eggs	81.3
Poached eggs	78.1
FAMILY/STEAKHOUSE	
Scrambled eggs	85.0%
Bacon	80.0
Fried eggs	77.5
Omelets	75.0
French toast, pancakes	72.5
FAST FOOD	
Bacon	61.9%
Scrambled eggs	57.1
Danish	50.8
Hash browns	49.2
Fried eggs	44.4
HOTEL/MOTEL	
Ham	96.0%
Pancakes	96.0
Scrambled eggs	96.0
Bacon	92.0
Omelets	92.0

TOTAL INSTITUTIONAL	
Dry cereals	72.3%
Pancakes	66.8
Scrambled eggs	66.4
Danish	66.0
Doughnuts, French toast	65.6
HOSPITALS	
Cereals	81.8%
Scrambled eggs	76.6
Bacon	71.4
Pancakes	70.1
French toast, Danish	68.8
COLLEGES	
French toast	87.8%
Pancakes	87.8
Fried eggs	85.7
Scrambled eggs	85.7
English muffin, Danish	83.7
SCHOOLS	
Dry cereals	60.7%
Doughnuts	49.2
French toast	49.2
Pancakes	49.2
Danish	47.5
EMPLOYEE FEEDING	
Doughnuts	76.5%
Fried eggs	76.5
English muffins	70.6
Bacon	68.6
Hash browns	68.6

1988 MENU CENSUS

LUNCH

"Doing lunch," whether it is at a fine-dining establishment, a fast-food restaurant or in the employee cafeteria, means a beef, ham, cheese or tuna sandwich, according to operators surveyed in this year's "Menu Census." Cheeseburgers top the list as the entree most often served, followed by ham and cheese sandwiches and grilled cheese. Tossed salads and coleslaw appeared on the majority of menus as salad side dishes.

The cheeseburger also takes top billing on every type of commercial restaurant menu except commercial cafeterias, where it is not even among the top five entrees. Gourmet hamburgers (quarter-pound or more) are served by almost half of the fine-dining restaurants surveyed; hamburgers less than a quarter-pound are on almost as many fast-food menus.

In the institutional segments, the comfort foods associated with childhood earn top billing. Hot dogs win out as the No. 1 lunch sandwich, especially popular in schools. Macaroni and cheese, ranked No. 3 overall, is the No. 1 hospital choice and is also near the top of the list at colleges.

Following is a list of additional notable highlights.

Where the kids are: Chicken nuggets, which have been on menus for less than a decade, have been adopted by school children in a big way, appearing on more than 85% of school menus. Hot dogs are the top dogs in schools; burgers with and without cheese and grilled cheese sandwiches follow close behind. Other top items on school menus include lasagna, spaghetti, pizza, tacos and chili.

It's academic: College dining halls serve more pizza, ravioli, quiche and grilled cheese sandwiches than any other segment. Potato salad, fruit salad and gelatin salads are prevalent side dishes, and noodles win out as the favorite starch. Baked potatoes and french fries, however, are the potatoes that appear most often.

TOP FIVE LUNCH CHOICES

TOTAL COMMERCIAL	
Cheeseburger	58.9%
Ham & cheese sand.	51.6
Ham sandwich	47.8
Grilled cheese	45.7
Bacon cheeseburger	45.1

FINE DINING	
Cheeseburger	46.5%
Gourmet hamburger	46.2
Bacon cheeseburger	39.5
Club sandwich	39.5
BLT	37.2

CASUAL/THEME	
Cheeseburger	64.4%
Ham & cheese sand.	57.5
Grilled cheese	55.2
Ham sandwich	55.2
Roast beef sandwich	55.2

FAMILY/STEAKHOUSE	
Cheeseburger	78.3%
Grilled cheese	71.0
BLT	63.8
Bacon cheeseburger	60.9
Ham sandwich	56.5

CAFETERIA	
Baked ham	81.8%
Beef stew	72.7
Stuffed peppers	72.7
Cod	59.1
Fried chicken	59.1

FAST FOOD	
Cheeseburger	49.3%
Ham & cheese sand.	47.0
Hamburger	47.0
Hot dog	44.1
Ham sandwich	40.9

HOTEL/MOTEL	
Cheeseburger	100.0%
Bacon cheeseburger	92.3
Ham & cheese	92.3
BLT	84.6
Corned beef sandwich	76.9

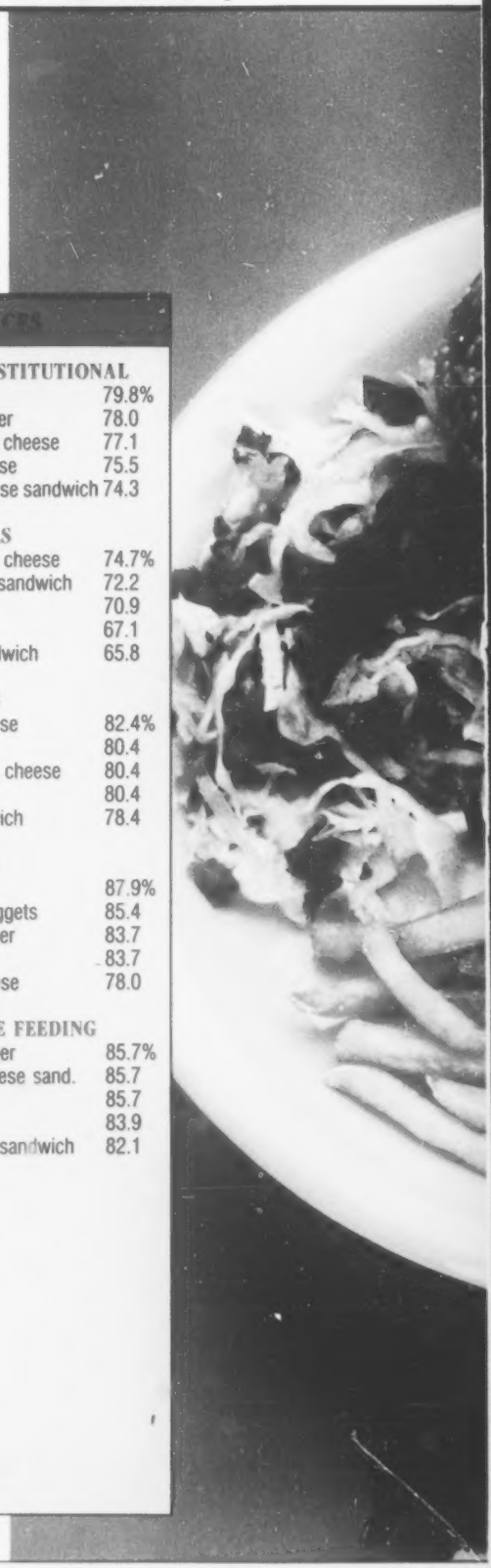
TOTAL INSTITUTIONAL	
Hot dog	79.8%
Cheeseburger	78.0
Macaroni & cheese	77.1
Grilled cheese	75.5
Ham & cheese sandwich	74.3

HOSPITALS	
Macaroni & cheese	74.7%
Tuna salad sandwich	72.2
Meat loaf	70.9
Chili	67.1
Turkey sandwich	65.8

COLLEGES	
Grilled cheese	82.4%
Chili	80.4
Macaroni & cheese	80.4
Pizza	80.4
Ham sandwich	78.4

SCHOOLS	
Hot dog	87.9%
Chicken nuggets	85.4
Cheeseburger	83.7
Hamburger	83.7
Grilled cheese	78.0

EMPLOYEE FEEDING	
Cheeseburger	85.7%
Ham & cheese sand.	85.7
Meat loaf	85.7
Hot dog	83.9
Tuna salad sandwich	82.1



1988 MENU CENSUS

DINNER

Dinner is the variety meal. While breakfast and lunch dishes vary little from segment to segment, when it comes to dinner, each segment has its own niche. The one entree that crosses the border from commercial to institutional is fried chicken, especially when served with green beans and rice.

In the commercial restaurant arena, French fried shrimp, appearing on the top five list in the casual, family/steakhouse and hotel restaurant segments, scores slightly higher than fried chicken in the lunch census. As at lunch, cheeseburgers are the fast-food choice at night. Longtime menu staples, steak and prime rib, may not be on top, but they are still in the running, especially at steakhouses, hotels, fine-dining and casual restaurants.

Baked ham tops the institutional list, most often appearing on hospital menus, but also on the menu of more than 70% of colleges surveyed. Steak may be too costly for institutional operations, but beef stew and meat loaf take the beef spot, especially in employee feeding. Barbecue chicken ranks second to fried chicken as a top item.

For more culinary stars, refer to the following list.

Elegant meals: Restaurants in the fine-dining segments report scallops are No. 1 on the menu. High-priced lobster comes in a close second, followed by steak and prime rib. Duck and oysters tie for fifth place.

A toss-up: Tossed green salad is the salad of the day on most menus, except for fast food, where coleslaw wins out. Commercial cafeterias serve the more unusual, spinach, Waldorf and avocado salads, with greater frequency than any other segment.

Starchy sides: Rice pilaf is the highest scoring starch on fine-dining and hotel menus and also appears frequently on menus in hospitals, colleges and in employee feeding. What has always been said about serving starches at college is true: Colleges serve more noodles and pasta, than any other segment.

TOP FIVE DINNER CHOICES

TOTAL COMMERCIAL

French fried shrimp	39.7%
Fried chicken	37.4
Cod	37.0
Steak	35.9
Prime rib	34.0

FINE DINING

Scallops	58.3%
Lobster	56.7
Steak	55.0
Prime rib	48.3
Duck, oysters	43.3

CASUAL/THEME

French fried shrimp	51.7%
Cheeseburger	49.4
Other shrimp	49.4
Gourmet hamburger	42.7
Steak	42.7

FAMILY/STEAKHOUSE

Steak	69.3%
French fried shrimp	68.0
Cheeseburger	62.7
Fried chicken	61.3
Chef's salad	54.7

CAFETERIA

Baked ham	75.0%
Beef stew	68.8
Stuffed peppers	68.8
Stroganoff, prime rib	62.5
Meat loaf	62.5

FAST FOOD

Cheeseburger	46.6%
Ham & cheese sand.	43.0
Hamburger	43.0
Hot dog	43.0
Ham sandwich	34.2

HOTEL/MOTEL

Prime rib	88.9%
Steak	88.9
Lamb chops	81.5
French fried shrimp	70.4
Scallops	70.4

TOTAL INSTITUTIONAL

Baked ham	70.6%
Beef stew	70.6
Meat loaf	68.8
Barbecue chicken	64.7
Fried chicken	64.7

HOSPITALS

Baked ham	73.4%
Beef stew	74.7
Liver	69.6
Meatballs	64.8
Macaroni & cheese	65.8

COLLEGES

Lasagna, spaghetti	80.4%
Baked ham	73.9
Fried chicken	73.9
Baked potato/topping	71.7
Barbecue chicken	71.7

EMPLOYEE FEEDING

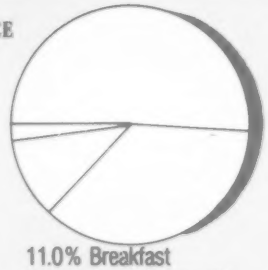
Beef stew	77.3%
Cheeseburger	72.7
Fried chicken	72.7
Macaroni & cheese	68.2
Reuben sandwich	68.2

1988 MENU CENSUS

PERCENTAGE OF ANNUAL SALES VOLUME BY MEAL PERIOD

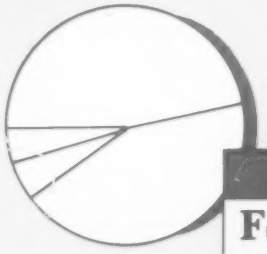
The hotel/motel segment derives revenue from breakfast; fast food wins big with lunch; full-service restaurants make money at dinner.

FULL SERVICE



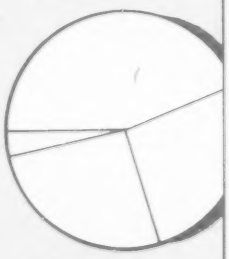
11.0% Breakfast
34.1% Lunch
51.2% Dinner
3.7% Snacks

FAST FOOD



7.9% Breakfast
46.1% Lunch
37.2% Dinner
8.8% Snacks

HOTEL/MOTEL



26.6% Breakfast
27.9% Lunch
42.2% Dinner
3.3% Snacks

Fresh is the buzzword in today's menu game, the single most important concern of operators.

In the world of foodservice, patrons' concerns become operators' concerns. Restaurateurs are constantly second-guessing customers to determine what will sell, and then revising menus accordingly. One question put to *R&I* "Menu Census" survey respondents deals with the issue of patrons' concerns.

Freshness was revealed as the factor operators think is most important to their customers, especially in the hotel/motel segment. College foodservice directors are more likely than any other segment to see low calorie/light food and vegetarian options as important to their patrons; "health food" is most important to employee feeding.

Operators surveyed follow the notion that freshness is important. Respondents reported that more than half of the products prepared are fresh or made from scratch, about 27% is frozen, 12% is canned and 6% is dry-packed.

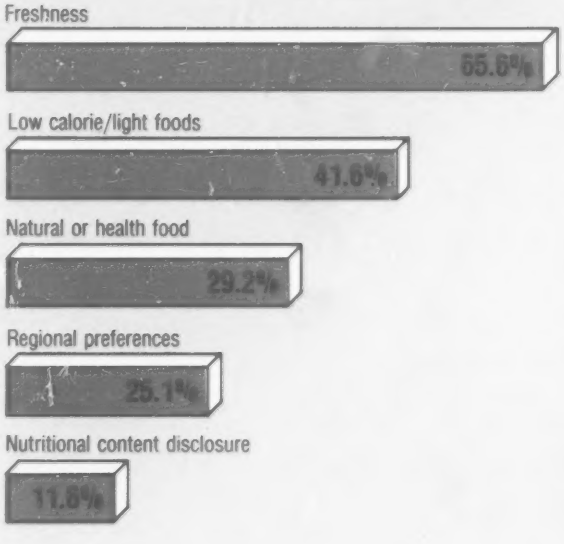
Full-service, hotel and employee-feeding establishments said they use the most fresh food, while fast-food operations use the least. Frozen food was used most by fast-food eateries and schools. Canned food is used most by hospitals and schools, and colleges use more dry-packed products than any other segment.

Patron concerns are important to operators, but the bottom line is sales. If sales figures do not live up to expectations, operators look for anything to correct them. When asked what the main factor was that influenced respondents to make changes on menus, increasing sales was cited by more than half. Lowering costs was mentioned by only 14%. Eleven percent had other reasons for changing the menu.

What meal can operators concentrate on to increase sales with menu additions or changes? The majority of full-service restaurant business is done at dinner. Since hotels capture most of the breakfast business, breakfast may be a meal period to explore. Fast-food restaurants may be able to increase dinner options to increase sales during the evening hours.

PATRON CONCERN GROWING IN IMPORTANCE

Freshness is key to making patrons happy, according to *R&I* "Menu Census" survey respondents. Although consumer advocates proclaim the importance of nutritional content disclosure, only 11.6% of respondents think their patrons are concerned about finding out what kind of nutrients are contained in the food they eat when they dine out.



Source: 1988 Menu Census ©1988 *Restaurants & Institutions*, a Cahners publication

1988 MENU CENSUS

BEST MENU ADDITIONS

Every year restaurant operators assess their menus, taking off those items that were less than successful and adding new dishes they hope will sell better. Following is a list of the items added most often.

BEST SALAD BAR ADDITIONS

Pasta salad
Fresh vegetables
Fresh fruit
Dried fruit
Sunflower seeds
Cheese

BEST APPETIZER ADDITIONS

Seafood
Fried vegetables
Fried cheese
Chicken
Potatoes
Nachos

BEST SOUP ADDITIONS

Cream of broccoli
Clam chowder
Chicken noodle
Cheese soup
Vegetable soup
Minestrone

BEST ENTREE ADDITIONS

Chicken breast
Chicken nuggets
Pork chops
Prime rib
Shrimp
Lasagna

BEST DESSERT ADDITIONS

Chocolate mousse
Cheesecake
Carrot cake
Bread pudding
Peanut butter pie
Sundae

Constant menu revision is an important tool for foodservice operators who want to stay on top.

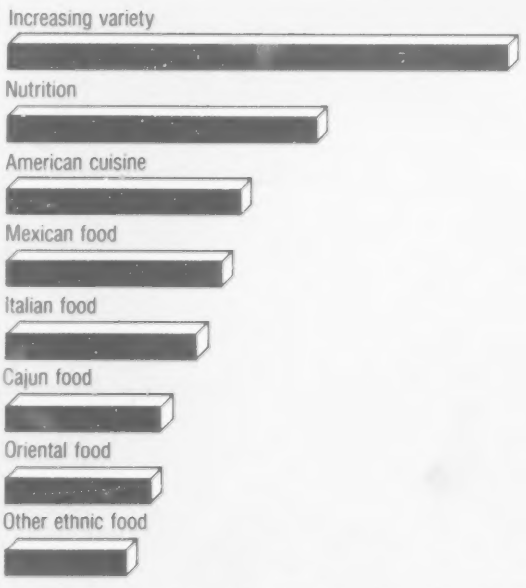
Patrons today want a wide assortment of food choices. Operators surveyed for the *R&I* "Menus Census" were asked to state what factors are of growing importance in menu planning, and the top concern was increasing the variety of items on their menus. Backing up that claim, when asked to cite best additions to menus, respondents mentioned thousands of items in the salad bar category alone. Pasta salad was rookie of the year, mentioned by more than 17% of operators in the open-ended question. Other highlights follow:

- With nutrition as the second most important menu-planning concern, items such as fresh fruits and vegetables, beans, non-cream soups and chicken breast came out as winners.
- Mexican food is the top-mentioned ethnic favorite; nachos are a popular new addition to many appetizer menus.
- Italian cooking is second to Mexican in ethnic popularity. Lasagna and pasta salad are top-mentioned entree additions.
- Prime rib, one of the top items on menus overall, also came out as a top entree addition.
- Cajun food may not be on the rise anymore, but its influence is showing up in menu additions such as Southern-style bread pudding.
- Almost half the operators surveyed believe that customer awareness of price has not changed, but 37% believe patrons are more aware of price and only 8% think they are less aware than they were two years ago.
- Food costs take slightly more of the sales dollar than labor costs do (37.7% vs. 30.5%). Beverage costs take 10% of the foodservice dollar; energy costs account for 8%.

Overall, operators surveyed were optimistic about business compared to a year ago. More saw increases than decreases in total customer transactions, food sales, beverage alcohol sales and profitability. However, the 1.4% overall net increase in check average may account for the general sales stability, since food, beverage, energy and labor costs also rose. Highest increases were in theme restaurants. *continued on page 65*

LEADING FACTORS IN MENU PLANNING

It is not surprising that restaurateurs see variety on menus as something of growing importance in menu planning. But it is a bit of a revelation that nutrition comes in second. It is also interesting to note that the American cuisine that food aficionados have been touting for almost a decade now is influencing almost a quarter of those operators surveyed in *R&I*'s "Menu Census."



Source: 1988 Menu Census ©1988 *Restaurants & Institutions*, a Cahners publication

1988 MENU CENSUS

A typical commercial restaurant gleaned from the *R&I* "Menu Census" serves 400 meals daily, mostly at lunch, for a $4.50 check average.

An inexpensive day of meals in an average restaurant might mean breakfast in Atlanta, lunch in Chicago and dinner in Detroit. The West claims the most expensive breakfasts and lunches, but on the average, the most expensive dinners are found in the Northeast.

CHECK AVERAGES BY REGION

	BREAKFAST	LUNCH	DINNER
West	$2.79	$4.33	$7.45
South	2.19	3.87	7.72
Central	2.29	3.20	6.00
Northeast	2.36	4.07	8.85
TOTAL	**$2.37**	**$3.77**	**$7.33**

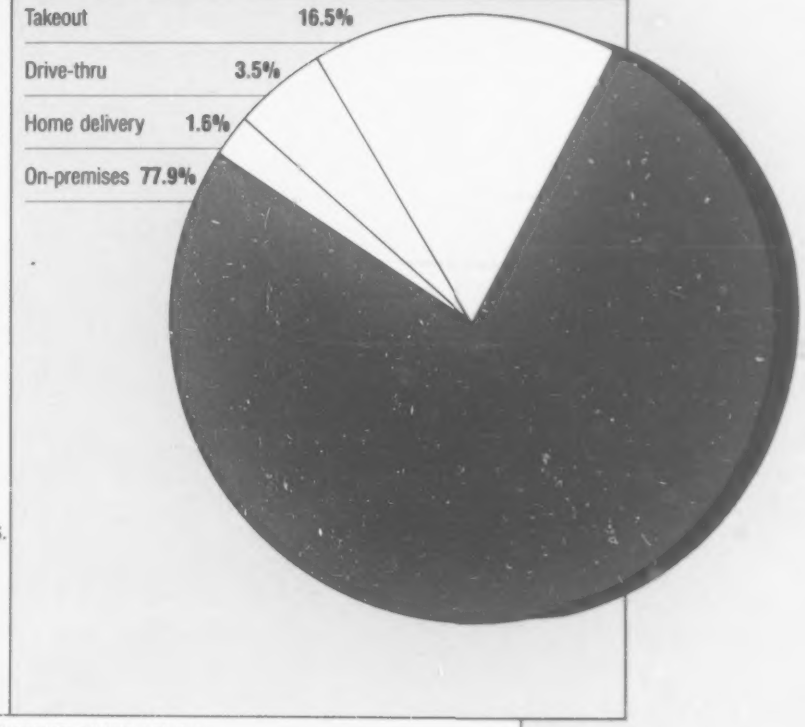
AVERAGE NUMBER OF MEALS SERVED DAILY

The *R&I* "Menu Census" proves that institutional operations serve the most meals per day, an average of almost 7,000.

Full service	346
Fast food	515
Hotel/motel	433
Hospital/nursing homes	2,375
College/university	4,793
Schools	12,423
Employee feeding	1,404
Average commercial	416
Average institutional	6,777
AVERAGE TOTAL	**2,869**

TYPES OF SERVICE COMMERCIAL RESTAURANTS OFFER

While takeout seems to be growing every year, less than a quarter of commercial restaurants surveyed reported offering some kind of takeout. Drive-thru windows account for about 11% of fast-food business overall; home delivery is less than 5%. Fast-food emporiums offer slightly more on-premises service (46.8%) than takeout (38.1%). Hotels offer the least takeout, 2.6%; takeout accounts for 8% of full-service restaurant business.



Source: 1988 Menu Census ©1988 *Restaurants & Institutions*, a Cahners publication

MENUS

R&I DATA

FOOD COST INDEX: SOME PRICES THAW WITH SPRING AROUND THE CORNER

With a decline in the price of steak and french fries, customers might be seeing more steak-and-potato specials. The cost of New York strip steak is down 9% from last month, 18% from last year. French fries are down 12% from March. Dairy products are again showing a decrease in price. Milk is down 8% from $1.79 last month. Ice cream and butter are both showing a decrease of 10%.

		% change	
	4/1/88	3/88	4/87
Hamburger (lb. 85% lean)	$1.32	2	6
Chicken (lb. cut for frying)	.75	−1	−6
N.Y. strip steak (lb./avg.)	3.01	−9	−18
Bread (Pullman loaf)	.75	−3	−10
Lettuce (iceberg/head)	1.06	0	96
French fries (30 lb.)	10.97	−12	4
Tomatoes (lb.)	.63	−6	24
Milk (gal.)	1.64	−8	−7
Eggs (doz.)	.66	6	−4
Peaches (case/#10)	17.95	3	2
Peas (case/#10)	11.11	6	−13
Frozen beans (30 lb.)	15.01	4	−2
Ice cream (vanilla/gal.)	3.19	−10	−6
Butter (lb.)	1.52	−10	−10
Cheddar cheese (lb.)	1.68	2	7
Sugar (100 lb.)	30.74	9	9
Coffee (lb.)	2.78	4	−9
Breaded fish portions (lb.)	1.13	−34	−35

©1988 *Restaurants & Institutions*, a Cahners publication

FOOD PRICE UPDATE

Researchers Continue to Experiment with New Foods

Are barley bread sticks and protein-altered milk on the horizon?

When a new product hits the market, it has already been subjected to rigorous testing and evaluation. But sometimes research and development staffs cannot leave well enough alone and they continue to fine-tune a product even after it debuts. The result often is an improved product for the consumer.

Following is a rundown of some of the new wonders developed by food researchers and scientists at state agriculture experiment stations. It is excerpted from the Edelman Food Update.

Supercarrots, a new variety with 50% more carotene than average, are the result of work at experiment stations in Florida, Wisconsin, Texas, California, Arizona and Idaho.

Barley bread sticks with extremely high dietary fiber content were developed through a project to develop new markets for barley growers in Montana. Researchers say they show promise as a means of lowering blood cholesterol levels.

Ocean nuggets are tasty fish balls that scientists made from underused species, such as red hake with squid, squid with pollack or shark with pollack. This development is from the University of Massachusetts.

Protein-altered milk. In this project, cows are genetically modified to give milk for special needs, to make special kinds of cheese or higher iron-content milk, for example. This is from the University of California.

In other news. The price of hamburger meat for this month was the same for both commercial and institutional operations, $1.32 a pound. The Northeast paid slightly more at $1.47 a pound, while the North Central was the lowest at $1.23. The commercial side of the industry paid more for a Pullman loaf of bread. Restaurateurs paid 92 cents, while their counterparts were charged 63 cents. The price for a case of canned peaches ranged from $19.35 in the West to $16.56 in the Northeast.

—Kathleen Marshall

Garden variety foods are constantly under scrutiny to be improved. Researchers already have developed Supercarrots, a new variety with 50% more carotene than average.

ACTION EXPRESS

MAGAZINE DIVISION STAFF

Terrence McDermott, President; David S. Wexler, Vice President Foodservice Group; Thomas J. Dellamaria, Vice President Production and Manufacturing.

BUSINESS STAFF

Barry H. Reese, Publisher; Jane Young Wallace, Associate Publisher; Steven D. Mayer, Director of Marketing; Catherine Erickson, Associate Director of Marketing; Kate Leach, Assistant to Sales/ Marketing Director; M.R. Robinson, Vice President Foodservice Research; Karen Hallberg, Foodservice Research Director; Ed Christ, Circulation Director; Denise Stolton, Circulation Manager.

BUSINESS OFFICES

Mark A. Strauss, National Sales Director. **Midwest:** Rose Deneen, National Sales Coordinator; Spencer B. Isola, Regional Manager; John W. Maisel, Regional Manager; Marjorie S. Maca, District Manager; Susan Kallas, Sales Services Manager; Patricia McGowan, Recruitment/Classified Advertising Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5060. Phone: 312/635-8800. **East Coast:** Robert Fisk, Regional Manager; William Lazar, Regional Manager, 8 Stamford Forum, P.O. Box 10277, Stamford, CT 06904-2277. Phone: 203/328-2547. Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: 212/463-6480. **Central Area:** Jerry Stiegler, Regional Manager, 1621 Euclid Ave., Cleveland, OH 44115-2186. Phone: 216/696-1800. **Southeast:** Thomas McElhinny, Regional Manager; Claire Gillen, District Manager; Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: 404/955-6500. **West Coast:** Stephen Kosloff, Regional Manager; Rebecca Roberts, Regional Manager, Suite 236, 12233 W. Olympic Blvd., Los Angeles, CA 90064-1068. Phone: 213/826-5818. **Southwest:** Thomas McElhinny, Regional Manager, 12127 Carriage Hill Dr., Houston, TX 77077-2508. Phone: 713/497-1095. Michael Cardello, Regional Manager, Suite 515, 13740 Midway Road, Dallas, TX 75244-4314. Phone: 214/980-0318. **Japan:** Kaoru Hara, Dynaco International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: 03/366-8301.

FOR YOUR OWN COPY OF RESTAURANTS & INSTITUTIONS

Call 303/388-4511 or circle 500 on the Reader Service Card.

ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

Advertiser	Inquiry No.
A.1. Steak Sauce, Nabisco Brand (p.146-147)	48
ALCO Foodservice Equipment Co., Dean Industries (p.100-101)	32
Allen Canning (p.115,116-117)	35
American Metalcraft (p.172)	67
Anderson Clayton Food Service (p.154-155)	53
Athens/Apollo Food Group, Inc. (p.172)	65
Bee Gee Shrimp (p.161)	55
Borden Foodservice, Inc. (p.10)	6
Brown Forman (p.107-108,109)	33
Buffalo China, Inc. (p.75)	19
California Avocado Commission (p.95,97)	30
California Olive Industry (p.157-158)	54
Carnation Co., Foodservice (p.89)	15
Chiquita Banana (p.90A-90B)	74
Continental Coffee Products (p.185)	72
Cryovac Div., W.R. Grace & Co. (p.88)	14
Dean Industries, Div. of ALCO Foodservice Equipment Co. (p.100-101)	32
Durkee Foodservice Group (p.119,120-121)	36,37
Ecolab, Inc. (p.163)	57
Equal Low Calorie Sweetner (p.38-39)	27
Fishery Products, Inc. (p.135)	43
Florida Department of Citrus (p.169)	
Fort Howard Corporation (p.36-37)	13
Grey Poupon, Nabisco Brand (p.98-99)	31
Heinz Co., H. J. (p.16-17)	9
Hunt-Wesson Foodservice Div. (p.7-10)	4,5,6
Iceland Seafood Corp. (p.61-64)	18
Jac Pac Foods (p.139)	44
John Morrell (p.167)	59
Katchall Industries, Inc. (p.166)	63
LaVictoria (p.145)	47
Lancaster Colony Commercial Products (p.172)	64
Land O Lakes, Inc. (p.IFC)	1
Lawry's Foods, Inc., Food Service Div. (p.140-141,142-143)	45,46
Libbey Glass Foodservice, Libbey Glass Div. (p.35)	12
Lincoln Foodservice Products, Inc. (p.91)	28
Lykes Pasco, Inc. (p.129-130)	39,40
Merico, Inc. (p.3)	2,3
Metal Masters (p.168)	60
Michigan Fruit Canners (p.92-93)	29
Milliken Visa (p.124,125-126,127)	38
Minor Corp., I.J. (p.15)	8
Nabisco Brands Inc., Foodservice Div. (p.12-13,98-99,146-147)	49,31,48
National Sea Products (p.110-111)	34
Nestle Company, Inc., Nestea (p.152)	55
Nestle Company, Inc., Taster's Choice Decaffeinated (p.59)	17
Nordic Ware (p.172)	66
Pierce Foods Corp. (p.66-67,68-69)	50,51
Procter & Gamble, Folgers (p.148-149)	7
Procter & Gamble, Frymax (p.78-79)	22
Procter & Gamble, Ivide (p.132-133)	41
Procter & Gamble, Whirl (p.186)	73
Quaker Oats, F.S. Div. (p.86)	26
Ragu Foodservice (p.42-43)	16
Rich Products Corporation (p.19-20,21)	10
Seagram & Sons, Inc., Joseph E. (p.105)	
Serv-A-Portion (p.150-151)	52
Shedd's Food Products, Inc./ Country Crock (p.76)	20

continued on page 181

RESTAURANTS & INSTITUTIONS, a Cahners publication.
1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: 312/635-8800.

Cahners Publishing Company, A Division of Reed Publishing USA: Specialized Business Magazines for Building & Construction; Manufacturing; Foodservice & Lodging; Electronics & Computers; Interior Design; Printing; Publishing; Industrial Research & Technology; Health Care; Entertainment; Specialized Consumer Magazines: American Baby; Modern Bride.

BPA ABC ABP

RESTAURANTS & INSTITUTIONS (ISSN 0273-5520) is published biweekly (with an additional issue in February, March, June and October) in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; David S. Wexler, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J.J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production and Manufacturing. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5191. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5191 and additional mailing offices. Postmaster: Send address corrections to RESTAURANTS & INSTITUTIONS at our Denver address: RESTAURANTS & INSTITUTIONS copyright 1988 by Reed Publishing USA. Saul Goldweitz, Chairman; Ronald G. Segel, President/CEO; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice President. Annual subscription rates for non-qualified people: USA, $95; Canada/Mexico, $105; other countries, $130 for surface mail and $215 for air mail. Except for special issues where price changes are indicated, single copies of regular issues are available for $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to RESTAURANTS & INSTITUTIONS, 44 Cook St., Denver, CO 80206-5191. RESTAURANTS & INSTITUTIONS has also been published as "INSTITUTIONS, Magazine of the Service World" and INSTITUTIONS/VOLUME FEEDING MANAGEMENT.